

AMENDMENTS TO THE SPECIFICATION:

Please amend the specification as follows:

Please replace paragraphs [1008]-[1010] appearing on page 2 with the following amended paragraphs:

[1008] In yet another embodiment, a ~~signal-bearing computer readable storage~~ medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus is used to perform a method for making an asset apparent, the method comprising operations of receiving an identification code corresponding to said asset, generating a request to make the asset apparent, and transmitting the request directly to the asset corresponding to said identification code.

[1009] In yet still another embodiment, a ~~signal-bearing computer readable storage~~ medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus is used to perform a method for making an asset apparent, the method comprising operations of receiving an identification code corresponding to said asset, generating a request to make said asset apparent, and transmitting the request to the asset corresponding to the identification code over a wireless communication network.

[1010] In yet another embodiment, a ~~signal-bearing computer readable storage~~ medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus is used to perform a method for making an asset apparent, the method comprising operations of receiving a request from a wireless communication system for having the asset make itself apparent, generating a command to make the asset apparent, and providing the command to a device on the asset, the device for making the asset apparent to the individual.

Please replace paragraph [1021] appearing on page 4 with the following amended paragraph:

[1021] Memory 208 comprises one or more electronic memory components, such as ROM, RAM, EEPROM, flash memory, or the like, for storing information pertinent for having asset 106 making itself apparent. For example, memory 208 may store executable computer instructions (i.e., a computer program) for use by processor 204, for transmitting apparency apparent requests and/or for determining which type of apparency action to be taken by asset

106. Memory 208 may be considered a ~~signal-bearing~~ computer readable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus (i.e., processor 204) to perform a method for making asset 106 apparent. Such a program may comprise, for example, a program operating within a cell phone environment, such as the popular Binary Run-Time Environment (BREW®) operating system by QUALCOMM or the JAVA run-time environment by Sun Microsystems.

Please replace paragraph [1037] appearing on page 8 with the following amended paragraph:

[1037] Memory 308 comprises one or more electronic memory components, such as ROM, RAM, EEPROM, flash memory, or the like, for storing information pertinent for having asset 106 making itself apparent. ~~For example, memory~~ Memory 308 may store be considered a computer readable storage medium tangibly embodying executable computer instructions (i.e., a computer program) for use by processor 304, for responding to apparency requests from WCD 100 and for initiating one or more apparency actions based on received requests.